EXHIBIT 15

(Redacted)

UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF VIRGINIA

SONY MUSIC ENTERTAINMENT, et al.,

Plaintiffs,

v.

COX COMMUNICATIONS, INC., et al.,

Defendants.

Case No. 1:18-cv-00950-LO-JFA

DECLARATION OF WILLIAM H. LEHR

1. I, William H. Lehr, hereby declare pursuant to 28 U.S.C. § 1746 that the following statements are true and correct to the best of my personal knowledge and belief:

INTRODUCTION

- 2. I am a telecommunications and Internet industry economist and consultant with over twenty-five years of experience. I regularly advise senior industry executives and policymakers in the U.S. and abroad on the market, industry, and policy implications of events relevant to the Internet ecosystem, including such topics as the growth of mobile broadband, changing rights regimes for digital media, and the transition to next generation Internet technologies.
- 3. I am currently a research scientist in the Computer Science and Artificial Intelligence Laboratory ("CSAIL") at the Massachusetts Institute of Technology ("MIT"), where I participate in a number of multi-disciplinary research projects focused on addressing the mix of technical, business economics, and policy challenges associated with the rise of the Internet as our

global communications infrastructure. My research addresses the convergence of the Internet and telecommunication services and the implications for corporate strategy and public policy. The rise of the Internet as the principal platform for distributing media of all types, and especially entertainment, is a major focus of my work.

- 4. I am a frequent speaker at international industry, public policy, and academic conferences focused on the economics of the Information and Communications Technology ("ICT") sector. I have taught graduate-level courses on media, telecommunications, and Internet industry economics at MIT, Columbia University, Cambridge University, and several other universities, and have prepared customized tutorials for executives and senior policymakers in the U.S. and abroad on matters such as telecommunications pricing, applications of advanced economics methods to network economics, and wireless technologies and markets.
- 5. My research over the last several years has focused on the evolution of Internet infrastructure and the telecommunications industry, with a special focus on the evolution of wireless and broadband services and their regulation. I have published academic research in peer-reviewed journals on a wide range of topics related to the ICT industry, including the economics of technology standard setting, the implications of new broadband technologies, the economic impact of information technologies, and on addressing the challenges of transitioning our regulatory policies in light of the growing importance of the Internet.
- 6. In addition to my academic work, I provide business and litigation consulting services as an independent contractor on matters of concern to the ICT industries in the United States and abroad. This includes providing expert testimony in civil and regulatory proceedings on a wide range of matters related to the business economics of the ICT sector. I also advise industry

participants in multiple segments of the ICT industries and government policymakers on strategic issues such as technology trends, investment opportunities, business, and marketing strategies.

- 7. I hold a PhD in Economics from Stanford, an MBA in Finance from the Wharton School, and MSE, BA, and BS degrees from the University of Pennsylvania. My curriculum vitae, which includes a listing of my prior testifying experience, is attached here as **Appendix A**.
- 8. I have been retained on behalf of Plaintiffs in this case to consider several issues. In connection with my work on this matter, I reviewed a variety of documents, datasets, declarations, and testimonies. The list of materials that I have considered has been set forth in my expert reports in this case. My opinions in this matter are set forth in my expert reports. Portions of those analyses are set forth in this declaration in support of Plaintiffs' Motion for Summary Judgment. I have knowledge of the facts set forth herein based on my personal knowledge or documents and information reviewed in connection with this case and, if necessary, I would and could competently testify thereto if called as a witness in this matter.
- 9. I am being compensated for my work in this matter at a rate of \$650 per hour. Employees at Analysis Group, Inc., have assisted me with my assignment in this matter, working under my supervision and direction. My compensation is not contingent upon my findings or the outcome of this matter.

ANALYSIS1

I. Cox Had Economic Incentive to Tolerate Infringing Activity on its Network

A. Benefits Received and Costs Avoided

- 10. Cox's subscribers pay Cox a monthly service fee that contributes to Cox's revenues and profits. By allowing repeat infringers to continue infringing through Cox's network, Cox retained more customers who purchased Internet access services, either standalone or bundled with other services, than it otherwise would have. Cox earned considerable additional revenue and profit from a subscriber base that included a substantial number of customers who engaged in piracy, including the 57,679 residential and business subscribers ("at-issue subscribers") who were the subject of copyright infringement notices associated with Plaintiffs' works during the period from February 2013 through November 2014. Cox also avoided direct costs that addressing copyright infringement would have incurred.
- 11. Using Cox's data and an industry average discount rate, I have estimated the average lifetime value of a residential subscriber. I found the lifetime value of a residential subscriber to be per subscriber.
- 12. I also used Cox's ticket history data ("Ticket Data"), which contains information on ________, to determine the number of subscribers identified in Plaintiffs' notices. Generally speaking, upon receipt of copyright abuse complaints, CATS converts them into CATS "tickets," on which Cox may then take action.

I understand the background facts described in paragraphs 10 – 24 from Cox and third-party documents and deposition testimony provided to me in this case, which I understand are attached as exhibits to the Gould declaration.

- 13. As to the at-issue residential subscribers for whom Cox provided both monthly subscriber-level billing and payment data ("ICOMS Billing Data") and Ticket Data, I have calculated that during the Claim Period only (February 1, 2013 through November 26, 2014) were the subject of *three or more* tickets; and were the subject of *five or more* tickets.
- Thus, I found the benefit to Cox from retaining residential subscribers with three or more DMCA tickets during the Claim Period to be retaining residential subscribers with five or more DMCA tickets during the Claim Period to be I have done a similar analysis for at-issue business subscribers, but for simplicity do not include it in this declaration. Though Cox's expert, W. Christopher Bakewell, criticizes my analysis and has put forth a lower subscriber value, he does not dispute that Cox profited by some financial measure as a result of retaining the subscribers who repeatedly were the subject of Plaintiffs' infringement notices.
- 15. By tolerating infringement on its network, Cox avoided direct incremental costs that it would have otherwise incurred. This included the operating expenses associated with implementing an appropriate infringement response policy—e.g., accepting and processing all inbound infringement notices without imposing caps or blacklists, terminating repeat infringing subscribers, handling related inbound customer service calls, and recovering modems for terminated customers, among others.

B. Revenues from Specific "At-Issue" Subscribers in Plaintiffs' Notices

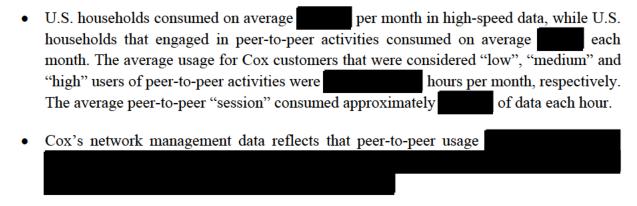
- 16. Cox has identified 57,679 at-issue residential and business subscribers who were the subject of Plaintiffs' notices of infringement during the period from February 2013 through November 2014.
- 17. I calculated the revenue that Cox received from the subscribers within that set who were repeatedly the subject of Plaintiffs' notices of infringement, including revenue Cox generated after receiving multiple infringement notices about that subscriber. To do this, I utilized the ICOMS Billing Data (i.e., monthly subscriber-level billing and payment data) produced by Cox and the Cox Ticket Data, as above.
- 18. As to the Cox at-issue residential subscribers for whom Cox provided both ICOMS Billing and Ticket Data, I have calculated that were the subject of *three or more* tickets; and were the subject of *five or more* tickets during the Claim Period (February 1, 2013 through November 26, 2014). Cox billed these specific subscribers more than percent of amounts billed to residential customers between 2013 and 2016. I have done a similar analysis for at-issue business subscribers, but for simplicity do not include it in this declaration.

	Subscribers with 3+ DMCA Tickets	Subscribers with 5+ DMCA Tickets
Subscriber Count Total Billing Charges		
(\$, millions)		

19. At the individual subscriber level, the data shows



- Attached to this declaration at Appendix B are Exhibits 4A-4E from my Reply Report.
 These are graphical illustrations of the above two examples, along with three others, which form a non-exhaustive set of examples.
 - C. P2P Infringers Likely Purchased Higher-Priced Service Tiers and Cox Earned Greater Revenue on Average From Subscribers With More Infringement Notices
- 20. During the relevant period, Cox offered its high-speed Internet services in a range of service tiers. For higher prices, Cox subscribers could purchase higher speeds and larger monthly data allowances. As discussed below, peer-to-peer activity consumes substantial bandwidth and is widely known to be used for infringing activity. Cox received additional revenue from subscribers who migrated to higher service tiers to facilitate infringing activity on peer-to-peer networks that consumed more data.
- 21. According to a presentation and deposition testimony from Cox's consultants, InCode Consulting:
 - Cox offered its "Starter" package for a monthly price of \$29, which included a maximum combined upload/download limit of 30 GB per month. Cox's highest-tier "Ultimate" package offering a limit of 400 GB per month was available for a monthly price of \$100, or about \$70 more than the "Starter" package.



- 22. It is widely recognized that peer-to-peer activity often involves copyright infringement. While there may be disagreement over the level of infringement, it is widely recognized that infringement is frequent on peer-to-peer networks.
 - Mr. Jorge Fuenzalida, Vice President at InCode Consulting, acknowledged that peer-topeer file-sharing applications were frequently used for uploading and downloading copyrighted content.
 - Mr. Jason Zabek, Manager of Customer Safety at Cox, commented in an internal email that
 - Mr. William Basquin, Vice President of Global Sales Engineering for Sandvine Inc., stated that "peer-to-peer is often used for sharing illegal content."
 - Existing studies also support the understanding that P2P file sharing networks such as BitTorrent are used primarily to pirate copyrighted materials. See, e.g., Price, David. "Sizing the Piracy Universe." NetNames/envisional, September, 2013, p. 3. See also, Mateus, Alexandre M. and Peha, Jon M. "Quantifying Global Transfers of Copyrighted Content Using BitTorrent." The 39th Research Conference on Communication, Information and Internet Policy, 2011, pp. 1-41 and Layton, Robert and Watters, Paul. "Investigation into the Extent of Infringing Content on BitTorrent Networks." Internet Commerce Security Laboratory, 2010, available at http://www.screenassociation.com.au/uploads/reports/bt_report_final.pdf, visited on May 3, 2019
- 23. Cox's ICOMS Billing Data and Ticket Data show that subscribers who repeatedly were the subject of Plaintiffs' infringement notices

 The ICOMS Billing Data produced by Cox does not include

Total Data Charges for an account. I evaluated whether subscribers who were more frequently reported for infringement, based on their number of copyright abuse tickets, were billed more on

but I was able to review the

average than those who received fewer tickets.

24. From 2012-2016, Cox billed the at-issue single-family subscribers with or more

DMCA tickets between 2012-2014, than at-issue subscribers with DMCA tickets. Considering just the average

Cox billed the at-issue DMCA ticket subscribers than the at-issue DMCA ticket subscribers. As seen in the table below, there is a

As above, Cox reports that it collected as revenue percent of

	1-2 DMCA Tickets	3-4 DMCA Tickets	5-9 DMCA Tickets	10-19 DMCA Tickets	20+ DMCA Tickets
Average Monthly Data Recurring Charge (MRC)	_	_	-	-	-
Average Monthly Total Data Charge					
Subscriber Count				1	

amounts billed to residential customers between 2012 and 2016.

William H. Lehr, Ph.D. August 30, 2019

Appendix A

WILLIAM HERNDON LEHR

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Cellular: 978-618-3775	Tel: 617-258-0630
Email: wlehr@mit.edu	Website: http://csail.mit.edu/~wlehr

Biographical Description

Dr. William Lehr is a telecommunications and Internet industry economist and consultant with over twenty-five years of experience. He regularly advises senior industry executives and policymakers in the U.S. and abroad on the market, industry, and policy implications of events relevant to the Internet ecosystem. He is a research scientist in the Computer Science and Artificial Intelligence Laboratory (CSAIL) at the Massachusetts Institute of Technology, currently engaged in a number of multidisciplinary research projects within the Advanced Networking Architecture Group in CSAIL. Dr. Lehr's research focuses on the economics and regulatory policy of the Internet infrastructure industries. He teaches courses on the economics, business strategy, and public policy issues facing telecommunications, Internet, and eCommerce companies, and is a frequent speaker at international industry and academic conferences. He is the author of numerous publications on such topics as the measurement of economic impacts of Information technologies, the economics of technical standard setting, the pricing of Internet services, and the implications of commercializing novel Internet and wireless technologies for industry structure and regulatory policy.

In addition to his academic research, Dr. Lehr provides litigation, economic, and business strategy consulting services for firms in the information technology industries in the U.S. and abroad. Dr. Lehr has advised information technology companies on strategic marketing, pricing, financial planning, and competitive strategy; and government agencies in the United States and abroad on telecommunications and Internet policy matters. Dr. Lehr has prepared expert witness testimony for both private litigation and for regulatory proceedings before the FCC, before numerous state commissions, and for a number of regulatory agencies abroad.

Dr. Lehr holds a PhD in Economics from Stanford (1992), an MBA from the Wharton Graduate School (1984), and MSE (1984), BS (1979) and BA (1979) degrees from the University of Pennsylvania.

Case-1118-cv/000950-LOT9=AF-Doenment 31894-16d 68/30/19/25/18e 1196 31 Phge1867 16189

Appendix A

WILLIAM HERNDON LEHR Curriculum Vitae

EDUCATION

Ph.D., Economics, Stanford University, 1992.

M.B.A., with distinction, The Wharton School, University of Pennsylvania, 1984.

M.S.E., Chemical Engineering, University of Pennsylvania, 1984.

B.S., Chemical Engineering, *cum laude*, University of Pennsylvania, 1979.

B.A., European History, *magna cum laude*, University of Pennsylvania, 1979.

Academic Honors: Graduate Student Research Award, Telecommunications Policy Research Conference, 1991; Lynde and Harry Bradley Foundation Fellowship, 1990; Stanford Fellowship, 1987

PROFESSIONAL EXPERIENCE

Computer Science and Artificial Intelligence Laboratory (CSAIL), Massachusetts Institute of Technology (Cambridge, MA), Research Scientist, July 2006-present; previously, in Center for Technology, Policy and Industrial Development, MIT, 1997- June 2006. Working with MIT Internet Telecoms Convergence Consortium (1997-2004); Communications Futures Program (2004-2017); Advanced Network Architecture Group (2006-present).

Graduate School of Business, Columbia University (New York, NY), Associate Research Scholar of Finance and Economics, 1997-2002; Assistant Professor of Finance and Economics, July 1991 to December 1996.

RAND Corporation (Santa Monica, CA), Graduate Student Intern, Summer 1990.

Economic Analysis Group, Ltd. (Washington, DC), Senior Consultant, 1985-1987.

M.C.I. Telecommunications (Washington, DC), Manager of Financial Analysis, 1985; Senior Financial Analyst, 1984.

Office of Management and Budget, National Security Division (Washington, DC), Graduate Student Intern, Summer 1983.

Putnam, Hayes and Bartlett (Cambridge, MA), Research Associate 1980-1982.

TEACHING EXPERIENCE

Communications & Information Policy Internet Pricing and Quality of Service Internet Commerce

Case-1118°cv-0009500LOT9FAF-ADoenieme9189°Filed 08/30/19/25/48e 129f 31 Page 18/9019/68

Appendix A

Internet Economics 101
Internet Telephony Tutorial
Internet Commerce Video Course
Economics of Telecommunications Pricing
Economics and Strategy in Media Industries
Economics of Strategic Management
Managerial Economics

Telecommunications: Technologies and Policies in the Networked Digital World Theory of the Firm (teaching assistant for Paul Milgrom) Wireless Broadband in the Developing World

1 8

PAPERS and PUBLICATIONS

Lehr, W. (2019), "Economics of Spectrum Sharing, Valuation and Secondary Markets," in C. Papadias, T. Ratnarajah and D. Stock (eds.), *Spectrum Sharing: the Next Frontier in Wireless Networks*, New York: Wiley, 2019 (forthcoming).

Lehr, W. (2019), "5G and the Future of Broadband," in G. Kneips & V. Stocker (eds.), *The Future of the Internet - Innovation, Integration, and Sustainability*, Baden-Baden: Nomos, 2019 (forthcoming).

Lehr, W. (2019), "The Changing Context for Broadband Evaluation," in K. Mossberger, E. Welch, and Y. Wu (eds), <u>Transforming Everything? Evaluating broadband's impacts across policy areas</u>, Oxford: Oxford University Press, 2019 (forthcoming).

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"SMAP: A Scalable and Distributed Architecture for Dynamic Spectrum Management," (2018) with P. Karimi, D. Raychaudhuri and I. Seskar, IEEE DySPAN 2018, Seoul, Korea, October 2018

"When cyber threats loom, what can state and local governments do?", (2018) with J. Wolff, *Georgetown Journal of International Affairs*, Fall 2018.

"Whither the Public Internet?" (2018) with D. Clark, S. Bauer, A. Berger and P. Richter, 46th TPRC: (2018), TPRC46: The 46th Research Conference on Communication, Information, and Internet Policy 2018, available at https://ssrn.com/abstract=3141969.

"Spectrum Valuation: Implications for Sharing and Secondary Markets," (2018) with M. Gomez, M. Weiss, and G. McHenry, TPRC46: The 46th Research Conference on Communication, Information, and Internet Policy 2018, available at https://ssrn.com/abstract=3142182.

Case-1118-cv-000950-LOT9FAF-Doenment 9189 Filed 68/30/19/25/48e f3 6f 34 Phge 18/99 16191 Appendix A

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"Measuring Mobile Broadband Performance," (2018) with S. Bauer, TPRC46: The 46th Research Conference on Communication, Information, and Internet Policy 2018, available at https://ssrn.com/abstract=3138610.

"Roles for Policy-Makers in Emerging Cyber Insurance Industry Partnerships," (2018) with J. Wolff, TPRC46: Research Conference on Communications, Information and Internet Policy, American University, Washington, DC, September 21-22, 2018, abstract available at https://ssrn.com/abstract=3141409.

"Future of Broadband Competition in a 5G World" (2018), White paper, available at http://dx.doi.org/10.2139/ssrn.3240191.

"Analysis of Proposed Modifications to the CBRS PAL License Framework," Exparte comment submitted to Federal Communications Commission in the Matter of Promoting Investment in the 3550-3700 MHz Band, Docket 17-258, December 2017.

<u>ICT-centric economic growth, innovation and job creation</u>, co-editor with Ahmad Sharafat, ITU Publishing: Geneva, October 2017.

"ICT Engines for Sustainable Development," with A. Sharafat, in A. Sharafat & W. Lehr (eds.), ICT-centric economic growth, innovation and job creation, Geneva, Switzerland: International Telecommunications Union (ITU), 2017, available at http://handle.itu.int/11.1002/pub/80fc3264-en

"Degrees of Ignorance About the Costs of Data Breaches: What Policymakers Can and Can't Do About the Lack of Good Empirical Data," with Josephine Wolff, 45th Research Conference on Communications and Internet Policy, Alexandria, VA, September 2017.

"The growing complexity of content delivery networks: Challenges and implications for the Internet ecosystem," with V. Stocker, G. Smaragdakis, and S. Bauer, *Telecommunications Policy*, Vol 41 (10) 1003-1016, 2017, https://doi.org/10.1016/j.telpol.017.02.004.

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Case-1118-cv-000950-LOT9FAF-ADORNAMENT-3189-Filed 08/30/19/25/48e Page 35 Page 10#919#0

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"Content may be King, but (Peering) Location matters: A Progress Report on the Evolution of Content Delivery in the Internet," with V. Stocker, G. Smaragdakis, and S. Bauer, EuroITS2016, Cambridge University, Cambridge UK, September 2016, available at http://people.csail.mit.edu/gsmaragd/publications/ITS2016/

"An Overview of Dynamic Spectrum Sharing: Ongoing Initiatives, Challenges, and a Roadmap for Future Research," with S. Bhattarai, J. Park, B. Gao, and K. Bian, IEEE Transactions on Cognitive Communications and Networking, Vol. 2, No. 2, June 2016, 110-28.

"Spectrum License Design, Sharing, and Exclusion Rights," Journal of Law, Technology, & Policy, Vol. 2016, Spring, No. 1, 1-33.

"Interconnection in the Internet: peering, interoperability, and content delivery," with D. Clark and S. Bauer, Chapter 16 in J. Bauer and M. Latzer (eds) *Handbook on the Economics of the Internet*, Edward Elgar: Northampton MA, 2016.

"Socio-Technical Considerations for Spectrum Access System (SAS) Design," with M. Weiss, A. Acker, and M. Gomez (2015), IEEE DySPAN 2015.

"Gigabit Broadband, Interconnection Propositions, and the Challenge of Managing Expectations," with S. Bauer and S. Hung, TPRC2015, Alexandria, VA, September 2015.

"The Road to an Open Internet is Paved with Pragmatic Disclosure & Transparency Policies," with E. Kenneally and S. Bauer, TPRC2015, Alexandria, VA, September 2015.

"Reliability and the Internet Cloud," C.Yoo and J-F. Blanchette (eds), in Regulating the Cloud: Policy for Computing Infrastructure, MIT Press: Cambridge, MA, 2015.

"Measurement and Analysis of Internet Interconnection and Congestion," with D. Clark, S. Bauer, K. Claffy, A. Dhamdhere, B. Huffaker, and M. Luckie, Journal of Information Policy, Vol 4 (2014).

"Benefits of Competition in Mobile Services," a white paper submitted as Ex Parte to FCC in the matter of Wireless Telecommunications Bureau Seeks Comment on the State of Mobile Wireless Competition, WT Docket No. 13-135, 24 March 2014, available at http://apps.fcc.gov/ecfs/document/view?id=7521094963.

Case-1118-cv-00950-LOT9FAF-ADOEOMHEME 9189 Filed 08/30/19/25/48e P5 of 10 Phge 10#919#1 16193 Appendix A

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Case-1!18°cv-009\$50LDT9FAF-Doennemes189°Filed 58/30/19/25/48e F69f 31 Page18#2 16194 Appendix A

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"Measuring the Internet: the data challenge," Organization for Economic Cooperation and Development (OECD) Digital Economy Working Paper 184, ISSN 2071-6826, April 2012.

"Mobile Broadband Growth, Spectrum Scarcity, and Sustainable Competition," with John Chapin, 39th Research Conference on Communications, Information and Internet Policy (www.tprcweb.com), Alexandria, VA, September 2011.

"Assessing broadband reliability: Measurement and policy challenges," with Steven Bauer, Mikko Heikkinen, and David Clark, 39th Research Conference on Communications, Information and Internet Policy (www.tprcweb.com), Alexandria, VA, September 2011.

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Case-1118cv/000950/LOT9=AF/DoPortement 31894=116d 08/30/19/25/48e 17/9# 318 Phge1D#9119#3 16195

Appendix A

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"The Evolution of Internet Congestion," with Stephen Bauer and David Clark, paper prepared for 37th Research Conference on Communication, Information and Internet Policy (www.tprcweb.com), Arlington, VA, September 2009.

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"The role of Unlicensed in Spectrum Reform," in *Internet Policy and Economics: Challenges and Perspectives*, W. Lehr and L. Pupillo (editors), Springer: New York, 2009.

Internet Policy and Economics: Challenges and Perspectives, co-edited with Lorenzo Pupillo, Springer: New York, 2009.

"Measurement and Assessment of Broadband Availability," with Tony Smith-Grieco, Report prepared for the John Adams Innovation Institute at the Massachusetts Institute of Technology, January 2009.

"Public Safety Radios Need to Pool Spectrum," with Nancy Jesuale, *IEEE Communications Magazine*, March 2009.

"The Growing Complexity of Internet Interconnection," with Peyman Faratin, David Clark, Steven Bauer, Patrick Gilmore, and Arthur Berger, *Communications & Strategies*, No. 72, 4th Quarter 2008, pages 1-21.

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Case-1118-cv-009850-LOT9FAF-ADoenneme91894-1160 68/30/19/24/189e 1894 11 Phge1044-16196 Appendix A

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"Measuring Broadband: Improving Communications Policymaking through Better Data Collection," with Kenneth Flamm, John Horrigan, and Amy Friedlander, Pew Internet & American Life Project, Washington, DC, November 2007.

"Coordinating User Behavior and Device Behavior in Wireless Grids," with Lee McKnight and James Howison, in *Cognitive Wireless Networks*, edited by Fitzek, F. and M. Katz, Springer: The Netherlands, 2007.

"Study of Market-based Exclusive Spectrum Rights," with Adrian Foster, Martin Cave, and Robert Jones, report prepared for Industry Canada, August 2007.

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Appendix A

Expert Testimony and Testifying Experience

Dr. William H. Lehr

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Expert Report of William H. Lehr, Ph.D., on behalf of Defendants, In the matter of CamSoft Data Systems, Inc. v. Southern Electronics Supply, Inc. and Active Solutions, LLC, et al., Before the District Court of East Baton Rouge Parish, Louisiana, 19th Judicial District, Docket No. 582,741 Sec. D, April 20, 2018.

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Expert Report of William H. Lehr, PhD on Behalf of Plaintiff, In the matter of BMG Rights Management (US) LLC and Round Hill Music LP (plaintiffs) v. Cox Enterprises, Cox Communications, and CoxCom LLC (defendants), Before the United States District Court, Eastern District of Virginia, Case No. 1:4-cv-1611 (LOG/JFA), June 2015.

Appendix B





